

WHAT IS CLAIMED IS:

1. A side moulding for mounting on an exterior side surface of a body

5 and door of a motor vehicle, comprising:

a main body;

clips provided in said main body for mounting said main body to the body and door of the motor vehicle; and

10 cushion members provided in a rear surface of said main body,

each of said cushion members including a cushion part which achieves a cushioning operation against said main body and the exterior side surface of the motor vehicle, and a fitting part which fits each of rib parts provided in said rear surface of said main body for fitting said cushion members to said main body.

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2. A side moulding as claimed in claim 1, wherein each of said rib parts is provided along each of longitudinally extending side edges of said main body over an approximately entire length thereof, and each of said cushion members is attached to each of said rib parts.

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3. A side moulding as claimed in claim 2, wherein each of said rib parts is composed of two ribs, and said fitting part of each of said cushion members is fitted between said two ribs of each of said rib parts.

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4. A side moulding as claimed in claim 1, wherein said cushion part of each of said cushion members includes a lip which extends in such a

manner as to be fitted between each of said longitudinally extending side edges of said main body and the exterior side surface of the motor vehicle.

5. A side moulding as claimed in claim 1, wherein said cushion part and said fitting part of each of said cushion members are composed of different materials from each other.
10. A side moulding as claimed in claim 1, wherein said cushion part and said fitting part of each of said cushion members are composed of the same material as each other.
15. A side moulding as claimed in claim 1, wherein said fitting part of each of said cushion members is composed of a material having a greater hardness than that of a material of said main body.
8. A side moulding as claimed in claim 1, wherein each of said clips is arranged so as to exert a reaction force of 0.5 N to 50 N when said side moulding is mounted on the exterior side surface of the motor vehicle.